

Keeping Cambridge consumers in the family is key to success!

Through the placement of promotions at retail, Cambridge has been building a relationship with its consumers. Several of the retail programs included name generation cards. This data base enables Cambridge to reward its loyal consumers by sending them letters, coupons and various special offers. Direct mail programs are also designed to encourage customers to return to their local store to purchase more Cambridge!

SIGN UP ON OUR MAILING LIST AND GET CAMBRIDGE LIGHTER FREE.

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Fill out all information on the form below. Print your name and address clearly. Send your completed form to: Cambridge Lighter Office, P.O. Box 78777, Schaumburg, IL 60198-0777. Offer expires 10/31/94.

Name _____ Phone # () _____ Age # _____

Address _____ State _____ Zip _____

City _____ Previous Brand Smoked _____

Current Brand _____

By participating in this offer and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and brander program items in the mail subject to applicable laws and federal law.

Signature _____ (required) Date of Birth _____ (required)

The Future Looks Bright for Cambridge

Cambridge plans to maintain a strong and consistent level of market share the remainder of 1994. High value promotions will contribute to this goal -- but, a continued effort from you will be instrumental to Cambridge success. Following are a few suggestions to maintain positive visibility of Cambridge and help improve your overall sales:

- Place Starburst in retail
- Position Cambridge on bottom shelf of discount B-display
- Check for out-of-stocks and monitor inventory levels
- Label pack and carton racks properly
- Set up Cambridge semi-permanent carton display wherever appropriate



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